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MAY 23 2005

REQUEST FOR CONTINUED EXAMINATION

TO: USPTO/ Examiner R. Stevens, Group 2176

FAX: (703) 872-9306

TEL: (571) 272-4102

FROM: Edmond DeFrank

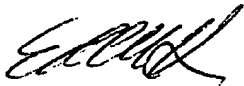
DATE: May 23, 2005

RE: **REQUEST FOR CONTINUED EXAMINATION
UNDER 37 CFR 1.114 WITH PRELIMINARY AMENDMENT**
Serial No. 09/916,970
Our Docket No. 10005874-1
Entitled: **ADVERTISEMENT SELECTION ENGINE FOR
PLACING MICRO-ADVERTISING**
Filed: July 26, 2001
By: Daniel C. Castle

Pages: 14 (NOT including cover sheet)

Please find attached a Request for Continued Examination under 37 CFR 1.114 Transmittal Letter in duplicate with a preliminary amendment for the above matter.

Thank you.



Edmond A. DeFrank

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MAY 25 2005
OIPE/JCWS

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10005874-1

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MAY 23 2005

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Daniel C. Castle

Confirmation No.: 8587

Application No.: 09/916,970

Examiner: R. Stevens

Filing Date: 07-26-2001

Group Art Unit: 2176

Title: ADVERTISEMENT SELECTION ENGINE FOR PLACING MICRO-ADVERTISING

Mail Stop RCE
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

REQUEST FOR CONTINUED EXAMINATION (RCE) 37 CFR 1.114

Subsection (b) of 35 U.S.C. 132, effective on May 29, 2000, provides for continued examination of an utility or plant application filed on or after June 8, 1995.

See The American Inventors Protection Act of 1999 (AIPA).

Sir:

This is a Request for Continued Examination (RCE) under CFR 1.114 of the above-identified applicaiton.

NOTE: 37 CFR 1.114 is effective on May 20, 2000. If the above- application was filed prior to May 29, 2000, applicant may wish to consider filing a continued prosecution application (CPA) under CFR 1.53(d) (PTO/SB/29) instead of a RCE to be eligible for the patent term adjustment provisions of the AIPA. See Changes to Application Examination and Provisional Application Practice, Interim Rule, 65 Fed. Reg. 14865 (Mar. 20, 2000), 1233 off. Gaz. Pat. Office 47 (Apr. 11, 2000), which established RCE practice.

Submission under 37 CFR 1.114

() Previously submitted:

() Consider the amendment(s)/reply under 37 CFR 1.116 previously filed on _____.
(Any unentered amendment(s) referred to above will be entered).

() Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____.

() Other _____.

(X) Enclosed:

(X) Amendment/Reply

() Affidavit(s)/Declarations(s)

() Information Disclosure Statement (IDS)

() Other _____.

Miscellaneous

() Suspension of action is requested under 37 CFR 1.103(c) for a period of _____ months.

The fee for this Suspension is (37 CFR 1.17(ii)) \$130.00

() Other _____.

05/25/2005 RFEKADUI 00000020 082025 09916970

01 FC:1251 120.00 DA
02 FC:1801 790.00 DA

Rev 12/04 (RCE)

Page 1 of 2

CONTINUED EXAMINATION TRANSMITTAL
(RCE) (37 CFR 1.114) (continued)ATTORNEY DOCKET NO. 10005874-1

(X) RCE filing fee \$790.00

(X) A Petition for Extension of Time

(X)	one month	\$120.00
()	two months	\$450.00
()	three months	\$1020.00
()	four months	\$1590.00

Please charge to Deposit Account **08-2025** the sum of \$910.00. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account **08-2025** pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account **08-2025** under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

(X) A duplicate copy of this transmittal letter is enclosed.

() I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.
Date of Deposit: _____

OR

(X) I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number on (703) 872-9306 May 23, 2005

Number of pages: 14

Typed Name: Edmond A. DeFrank

Signature: 

Respectfully submitted,

Daniel C. Castle

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg. No. 37,814

Date: May 23, 2005

Telephone No.: (818) 885-1575